Training Collateral Duty PAOs

CNSP Public Affairs Office

The “Big Picture”

The Collateral Duty PAO’s primary responsibility is to facilitate communication between the CO and crew & between the command and the public.

Important duties include:

- Prepare/submit news releases & imagery
- Develop command internal information program/Social Media
- Host visitors
- Implement/maintain FHTNC Program
- Involve command in community relations efforts
- Evaluate potentially adverse incidents/situations

First Things First

- Your immediate responsibility is to your chain of command.
- As a collateral duty PAO, you need to know who the closest full-time Navy PAO (1650) is – and how to contact them. NOTE: the closest PAO may be a civilian, but don't hesitate to contact them if you need their support.
  - TYCOM (SURFPAC)
  - Numbered Fleet
  - Region
- Build a relationship with the 1650s / Navy civilian PAOs. Many times, good news & bad news issues happen FAST & WITHOUT WARNING. Knowing the PAO before you call them in the middle of the night is a good thing.

Broad View Policy

- You need to make sure that you understand some of the "big picture" aspects of what your ship/command does – or is capable of doing.
  - What is your ship/command's place in the scope of things?
  - Be able to define to the public what you do and why you do it. And how what you do and why you do it fits into what the Navy does. NO acronyms or Navy jargon. Translate it to "civilian speak."
  - Don't be morbid, but think through some of the "worst case scenario" OPREP situations, and make sure that you know what you would do. Most importantly, know who you would call.
  - We don't expect you to be an PA expert, but you need to know how to reach out to the PAOs who can help.

Themes and Messages

CNO

- **Warfighting First**
- **Operate Forward**
- **Be Ready**

SURFOR/CNSP

- **Developing Our Sailors**
- **Training Our Crews to Fight and Win**
- **Providing Warships Ready for Combat**

*****Awards and recognition stories.**

On-line Resources

Chief of Information (CHINFO):
www.navy.mil

SURFOR/CNSP

http://www.public.navy.mil/surfor/Pages/home.aspx

SURFOR/CNSP Collateral Duty Public Affairs Training Website:

http://www.public.navy.mil/surfor/Pages/CollateralDuty-PAO.aspx

Cruise books, familygrams, special ceremonies and other public affairs events are all part of an active public affairs programs which will help you achieve success. Contact SURFOR or other public affairs offices for assistance in these situations.

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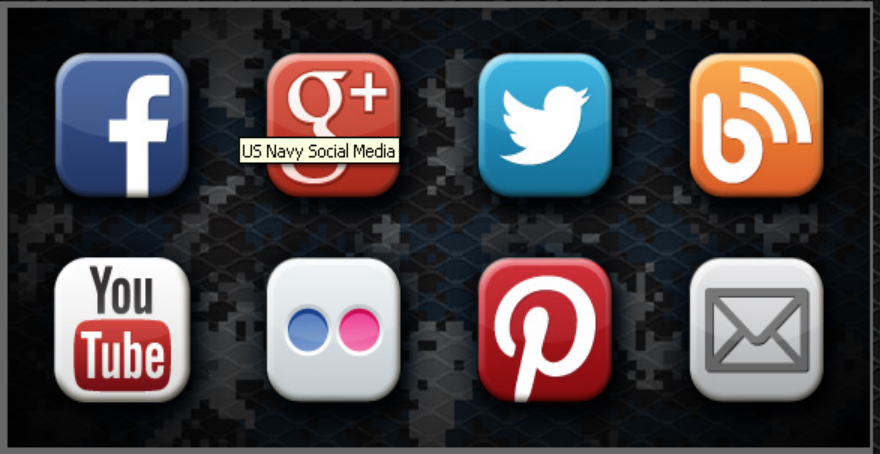


NAVY NEWS SERVICE TOP STORIES

Navy Celebrates 2014 African American/Black History Month

As announced by NAVADMIN 016/14 released Jan. 27, the Navy joins the nation in celebrating the vibrant history and culture of African-American and Black Sailors during African-American/Black History Month throughout the month of February.

January 28, 2014

M/V Cape Ray Deployment

The Department of Defense announced the deployment of M/V Cape Ray from Portsmouth, Va., Jan. 27.

January 28, 2014

Surface Navy Association Recognizes Circadian-based Watch Efforts with

IMAGES OF THE DAY

Top Images | Photo Gallery

Commander Naval Surface Force, U.S. Pacific Fleet

Boxer ARG 2013-14

Cobra Gold 2014

Fifth Fleet

GWCSG 2013

Koa Kai 2014

TOP STORY

USS Bonhomme Richard

SASEBO, Japan - The forward-deployed amphibious assault ship USS Bonhomme Richard (LHD 6) conducted an ammo on-load in preparation for its next patrol.

LATEST NEWS

Bonhomme Richard Completes Maintenance Availability

SASEBO, Japan - Sailors assigned to the forward-deployed amphibious assault ship USS Bonhomme Richard (LHD 6) completed a three-month maintenance availability period.

Damage Control Drill aboard USS Shiloh

SEA OF JAPAN - Sailors assigned to USS Shiloh (CG 67) perform damage control procedures during a drill aboard the ship.

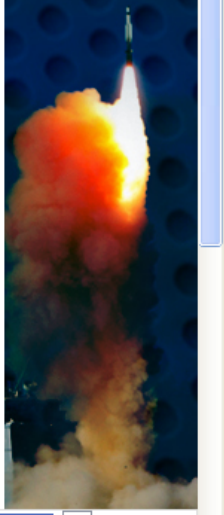
USS Denver Departs For Deployment

SASEBO, Japan - Amphibious transport dock ship USS Denver (LPD 9), departed Sasebo, Japan for deployment in 7th Fleet Area of Responsibility.

Multi-ship Exercise Koa Kai Gets Underway Near Hawaii

PEARL HARBOR-HICKAM, Hawaii - Seven Hawaii-homeported surface ships and two San Diego-based surface ships will participate in the integrated maritime exercise Koa Kai 14-1 near Hawaii starting Jan. 24 and continuing through Jan. 31.

Subscribe to the Latest News via RSS Feed



Like 23

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Ship Websites

PACIFIC FLEET SURFACE SHIPS · NEWS ARCHIVES · EVENTS · LEADERSHIP · FAMILY · ABOUT US · NEWSLETTER

USS Bunker Hill

Command

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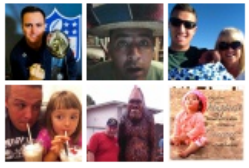
- Leadership
- About Us
- Photos
- COMCARSTRKGRU ONE
- **Contact Us**
  - Public Affairs Officer
  - Command Master Chief
  - Ombudsman
- **Web Site Questions**
  - Web Support Team

Find us on Facebook

USS Bunker Hill (CG 52)

Like

1,895 people like USS Bunker Hill (CG 52).



TOP STORY

USS Bunker Hill

USS BUNKER HILL, At Sea - The Ticonderoga-class guided-missile cruiser USS Bunker Hill (CG 52) hosted 12 midshipmen from the U.S. Naval Academy (USNA) and Naval Reserve Officers Training Corps (NROTC) units.

LATEST NEWS

USS Bunker Hill Holds Change of Command

Family, Friends Embark USS Bunker Hill

Service Members Pledge Oath of Allegiance during Seattle Seafair Fleet Week

USS Bunker Hill Returns to San Diego from Deployment

Torpedo Firing Exercise on USS Bunker Hill

Related News

Naval Base San Diego Hosts Second Annual Holiday Lights Open House

Fleet Week Concludes at 63rd Annual Seattle Seafair

Sailors Help Kick Off Seattle Seafair Fleet Week

Carl Vinson Carrier Strike Group to Return Home Wednesday

Carl Vinson Sailors Make History During Exercise Malabar 2012

Links Of Interest

NAVY.MIL

NAVY.COM

MARINES.MIL

MARINES.COM

NAVYFOIA

Veterans Crisis Line 1-800-273-8255 PRESS 1

ATFP
UCFF - NCIS - CNIC
TEXT "NCIS" TO 274637 (CRIMES)

Biographies

- Keep leadership bios up to date!
- CO, XO, CMC & all flag officers in immediate chain of command. If deployed, you need bios of your ESG/CSG Commander and Deputy. All should be available on the web.
- Provide copies or links of your biographies to immediate chain of command for filing.
- Navy website for flags.

  http://www.navy.mil/navydata/bios/bio_list.asp

- Bios can be posted on web pages… provides one stop shopping if posted with hi-rez official portraits
- DO NOT include family information in BIO.

Resources

- Public Affairs Tool Kit: AP Stylebook, dictionary, thesaurus, subscriptions to Navy and civilian publications that will educate you on what is going on in the world around you. We can't tell you what to put in your Tool Kit but we can make suggestions. We also recommend that you get on the delivery list for All Hands and the Compass, Surface Warfare Magazine and Proceedings.
- Navy NewsStand – good source for Navy news. Stories and images from around the fleet. NewsStand has additional resources including a separate section where you can post stories from your command. NewsStand also offers a Navy Style Guide.

www.navy.mil

Getting Your Story Into Print

Methods

- Call/email CNSP Public Affairs Office
- Contact us for Navy Public Affairs Support Element (NPASE) assistance
- When deployed contact strike group PAO or numbered fleet PAO
- Write something up yourself

News Stories

- Elements of News
- Inverted pyramid format
- Don’t reinvent the wheel

- Timeliness is the key:
  - Social Media – Same day/Day after
  - Big Navy – 3 to 4 days
  - CNSP – 7 days (No limit on websites)

Sample Articles

ULTRA-C CERTIFICATION RELEASE

The guided missile (ship type) USS XXX completed their Unit Level Training Assessment (ULTRA-C) certification on [insert date].

ULTRA-C assesses a ship's ability to conduct drills ranging from fire fighting, anchoring and defending the ship in simulated combat situations, to personnel management and completion of required schools.

INSERT QUOTE FROM UNIT LEADERSHIP

SHIP NAME's training level was evaluated in four main categories: proficiency, personnel, management and material.

INSERT QUOTE FROM CTG

ULTRA is the key component of SHIPTRAIN--a continuous training process developed through the Surface Warfare Enterprise (SWE). This process helps ships achieve higher, more consistent states of readiness, increased effectiveness and efficiency, and improved speed of delivery to the fleet.

INSERT QUOTE FROM CTG

Under SHIPTRAIN, the Force-wide average number of training days required to complete engineering certification has fallen from 32 to 18 since January 2006, while the average time to produce a warship ready for tasking has been shortened from over 16 weeks to approximately 12 weeks.

INSERT QUOTE FROM SHIP TRAINING OFFICER

USS XXX is assigned to (INSERT CSG/ESG AND DESRON ASSIGNMENT IF AVAILABLE). Commander, Naval Surface Force created the Surface Warfare Enterprise (SWE) to focus on providing warships ready for tasking. Through the SWE, the Surface Force will be manned, trained and equipped more effectively and efficiently, developing Sailors and warships to produce an adaptable, dominant and lethal force.

Don't hesitate to look on the Navy News Stand to find a good format for an article. There are no copyright issues to worry about.

Command Photography

- Consider naming a collateral duty photographer
- One DDG on the San Diego waterfront has a “Photo Division” manned by Sailors who enjoy photography in their spare time
- Make sure your photographers know the basics (next slide), look into a 1-day visit to a local NPASE or Combat Camera for a tutorial.
- Know what a VIRIN is, and how to submit imagery. A picture is worth a thousand words, and it is a lot easier to submit a photo than getting an article chopped & approved through your chain of command. But DON’T overlook security.

Photography Tips

- Attention to detail (no pens in pockets, sunglasses)
- Haircuts and proper uniform
- Make sure you get insignias/rating badges
- Background uncluttered
- Look for safety hazards
- Relaxed pose, but not lazy or slouching
- Look for hand gestures (gang signs, etc)

Good Photo

Bad Photo

Good Photo

Bad Photo

Good Photo

Bad Photo

Cutlines

080202-N-8421M-036 PACIFIC OCEAN (Feb. 2, 2008) The guided-missile cruiser USS Princeton (CG 59) breaks away from the aircraft carrier USS Nimitz (CVN 68) after receiving fuel during a replenishment at sea. The Nimitz Carrier Strike Group is on deployment operating in the U.S. 7th Fleet area of responsibility. U.S. Navy photo by Mass Communication Specialist 1st Class David Mercil (Released)

Leaders to Sea

- C3F receives annual inputs from ISIC
- CNSF will coordinate logistics directly with the ship, DVs, CNAF, and squadron.
- All LTS DVs are screened through CNSF
- Ship will insert DVs into their regular schedule
- Guests will be assessed $20 by SURFOR to cover the cost of incidentals, lunch and ball cap.
- Some ships have also provided photo CDs, coins, and signed photos of the ship

Command Operations Reports

- Annual report of what your command did in the last calendar year – your OPS should be responsible for it.
- Replaces annual command history report
- Input from all of ship's departments
- Include all significant statistical information
- Due every year in March
- Should still keep a ship's history -- separate from command history -- that is the ship's history from the date its keel was laid and significant events since then.

Everything that has happened significant to that ship since the time the keel was laid should go into the ship's history. Public Affairs Officer is often (but not always) the ship's historian.

QUESTIONS / COMMENTS / FEEDBACK

THE END